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TITLE: Guerilla Social Marketing with limited funds and staff

AUTHORS: Robyn Murphy, Coordinator, SLOHIV Awareness Project, EOC, San Luis Obispo, CA

ISSUE: Social marketing interventions can influence HIV prevention awareness and assist in fostering community norms that support risk reduction and utilization of prevention resources. They are often overlooked because of inadequate funding and staff knowledge. Social marketing tactics and formative research can be used to develop media campaigns (television, radio, and newspaper) as well as non-media interventions (brochures, press releases, skill building workshops). **Guerilla Social Marketing** is a workshop designed to remove barriers to successful incorporation of media and non-media campaigns as prevention strategies.

SETTINGS: The case study used to support workshop components is the SLOHIV Awareness Project, a rural social marketing program that targets: 1) heterosexual women and their partners, 2) youth age 15-24, 3) gays, lesbians and bisexuals of all ethnicities and 4) the Latino community. The project utilizes the community planning approach; ensuring the involvement of representatives of the target audience in planning, development, implementation and evaluation.

PROJECT: Within the scope of work associated with social marketing interventions, the proposed workshop will include lessons learned regarding: 1) researching the needs and barriers present in the intended audience and translating that research into effective media and non-media messages, 2) how to select and negotiate audience appropriate media channels, 3) evaluation strategies that differ from methods used in tracking other types of intervention programs, and 4) creative and effective collaboration strategies with other prevention providers, media and business partners in order to amplify outcomes and stretch available funding.

RESULTS: By attending this workshop participants will learn how the SLOHIV Project turned research data into media messages for both rural and metropolitan campaigns; ideas for how to negotiate with media and purchase effective broadcast schedules with limited dollars; and for how to collaborate with other HIV prevention providers for maximum community wide outcome and information sharing; plus how to build relationships with news media; and take advantage of seasonal opportunities for additional campaign publicity.

LESSONS LEARNED: Through collaboration with media and business partners, The SLOHIV project has more than quadrupled the available budget. The project is in year two of three. Early outcome indicators have shown a difference in the use of paid versus free public service announcements, and collaborative partners have shared evidence of increased demand for services and perceived community awareness. Early evaluation also shows a primary need for risk assessment messages versus risk reduction in rural communities.

PRESENTER CONTACT INFORMATION

Name: Robyn Murphy (EOC Health Services)

Address: 705 Grand Avenue
San Luis Obispo, CA 93401

Telephone: (805) 544-4355 x323

Fax: (805) 544-8632

E-mail: SLOHIV@callamerica.net